

ABSTRAK

Fajar Siddiq Iskandar, 1105469, Pengaruh *Museum Experience* Terhadap *Behavioral Intention* Wisatawan di Museum Konperensi Asia Afrika (*Survey Terhadap Wisatawan Nusantara yang Berkunjung ke Museum Konperensi Asia Afrika*). Di bawah bimbingan Bagja Waluya, S.Pd., M.Pd dan Heri Puspito Diyah Setyorini, MM

Museum Konperensi Asia Afrika merupakan salah satu destinasi wisata museum di kota Bandung yang mempunyai nilai sejarah mengenai Konperensi Asia Afrika 1955 serta peninggalan dan koleksi saat konperensi tersebut berlangsung. Wisatawan Museum konperensi Asia Afrika berasal dari luar Jawa Barat bahkan dari luar negeri. Maka dari itu penulis melakukan pra penelitian mengenai *behavioral intention* wisatawan nusantara Museum Konperensi Asia Afrika yang begitu rendah. Karena Museum Konperensi Asia Afrika memberikan pengalaman yang berbeda kepada wisatawan, dengan mengimplementasikan strategi *museum experience* yang terdiri dari 5 dimensi yaitu *recreation*, *sociability*, *learning experience*, *aesthetic experience*, dan *celebrative experience*. Tujuan dari penelitian ini untuk memperoleh temuan mengenai *museum experience* yang terdiri dari 5 dimensi tersebut, terhadap *behavioral intention* yang terdiri dari *revisit the same destination* dan *willingness to recommend the destination to other* wisatawan di Museum Konperensi Asia Afrika. Jenis penelitian yang digunakan bersifat verifikatif, metode *survey* yang digunakan yaitu dengan teknik *systematic random sampling*, dengan jumlah *sample* sebanyak 100 responden. Teknik analisis data yang digunakan yaitu teknik regresi berganda. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh parsial dan simultan *museum experience* yang terdiri dari *recreation*, *sociability*, *learning experience*, *aesthetic experience*, dan *celebrative experience* terhadap *behavioral intention* wisatawan di Museum Konperensi Asia Afrika. Penilaian tertinggi dari *Aesthetic Experience* yaitu kebersihan Museum Konperensi Asia Afrika, kemudian nilai tertinggi *recreation* yaitu Kenyamanan saat berada di Museum, selanjutnya nilai tertinggi *sociability* yaitu interaksi wisatawan dengan pemandu, lalu nilai tertinggi *learning experience* yaitu perolehan informasi mengenai sejarah Konperensi Asia Afrika dan yang terakhir nilai tertinggi *celebrative experience* yaitu keinginan mengikuti peringatan Konperensi Asia Afrika setiap tahun. Dengan demikian, Museum Konperensi Asia Afrika harus terus mempertahankan penilaian tertinggi dan memperhatikan serta memperbaiki penilaian yang masih dinilai rendah oleh wisatawan.

Kata Kunci: Museum Konperensi Asia Afrika, *Museum Experience*, *Behavioral Intention*

Fajar Siddiq Iskandar, 2016

PENGARUH MUSEUM EXPERIENCE TERHADAP BEHAVIORAL INTENTION WISATAWAN DI MUSEUM KONPERENSI ASIA AFRIKA

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ABSTRACT

Fajar Siddiq Iskandar, 1105469, *Museum Experience Effect against Tourist Behavioral Intention at Museum of the Asian African Conference (Survey against to Domestic Tourist who visiting Saung Angklung Udjo). Under the guidance of Bagja Waluya, S.Pd., M.Pd dan Heri Puspito Diah Setyorini, MM*

Museum of the Asian African Conference is one of the tourist destinations museum in Bandung, which has a historical value of the Asian-African Conference took place in 1955 as well as the heritage and collections when the conference took place. Tourist Museum of the Asian African Conference came from outside West Java and even from abroad. Thus the authors conduct research on behavioral intention pre tourists Museum of the Asian African Conference which is so low. Because the Museum of the Asian African Conference provides a different experience to tourists, with the museum experience to implement a strategy that consists of recreation, sociability, learning experience, aesthetic experience, and celebrative experience. The purpose of this study was to obtain findings on museum experience consisting of recreation, sociability, learning experience, aesthetic experience, and celebrative experience and behavioral intention comprising revisit the same destination and willingness to recommend the destination to the other, and how the influence of museum experience behavioral intention to tourist at the Museum of Asian-African Conference. This type of research is verification, the survey method used is by systematic random sampling technique, with a sample size of 100 respondents. Data analysis technique used is multiple regression techniques. These results indicate that there are significant and simultaneous partial museum experience consisting of recreation, sociability, learning experience, aesthetic experience, and behavioral intention celebrative experience to tourist at the Museum of Asian-African Conference. Reviewing the highest of Aesthetic Experience is the cleanliness of the Museum of the Asian African Conference, then the highest value recreation namely comfort while in Museum, next highest value of sociability that is the interaction of tourists with a guide, then the highest value learning experience, namely the acquisition of information about the history of the Asian African Conference and the tramstop highest value celebrative experience the desire to follow warnings Asian African Conference every year. Thus, the Museum of the Asian African Conference should continue to maintain the highest ratings and attention as well as improve the ratings are still considered low by tourists.

Keywords: *Museum of the Asian-African Conference, Museum Experience, Behavioral Intention*

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